



Position Description

Position: Director of Communications	Position Number: M-_____
Department/Site:	FLSA: Exempt
Evaluated by: Executive Director of Development and External Relations	Salary Range: _____

General Description

Under the direction of the Executive Director of Development and External Relations, the Director of Communications is responsible for planning, directing and implementing the District's strategic marketing plan and for managing all external communications on behalf of the District and Board of Trustees. In this essential leadership capacity, the Director oversees the Office of External Relations, comprised of the college's public and community relations, media relations, publications, student recruitment & outreach and graphic communications functions. The Director ensures that the college's overall image is enhanced through programs, activities and publications that reinforce a central message of Citrus College's commitment to high quality education and exceptional service to the community.

Essential Duties and Responsibilities

- Develop and implement the District's strategic marketing and media relations plans.
- Develop and maintain positive relations with local and state media and various community-based organizations.
- Position Citrus College in the service communities and provide press releases to media outlets.
- Supervise staff of writers, graphic designers, public relations representatives, administrative support, student employees and outside consultants.
- Write and edit news releases, feature articles, promotional materials, newsletters, web pages and other communications devices.
- Supervise the concept, design, and production of the District's publications, including its catalog, class schedules, annual report, program brochures and internal newsletters.
- Develop and monitor department budget.
- Write speeches and articles for other District personnel, as needed.
- Participate in the development of and ongoing initiatives of the District's advancement division.
- Liaise with the District's website team to ensure the website remains current, relevant and easy to navigate while upholding the District's standards for external communications.
- Effectively liaise with faculty, administration, staff and students for sources of news and feature story ideas.
- Chair various communications and design committees.
- Attend all Board of Trustees meetings.
- Maintain confidentiality of sensitive information.



Position Description

- Organize and supervise special events.
- Other duties as assigned.

Minimum Qualifications

- Possession of a bachelor's degree.
- Evidence of sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, and ethnic backgrounds of community college staff, students and the community at large.
- Minimum of five years experience in marketing communications, college/university advancement, public relations or related field, three of which are in management, preferably in an educational or non-profit environment.

Preferred Qualifications

- Bachelor's degrees with an emphasis in communications or marketing highly preferred.
- Master's degree.
- Experience in both print and electronic media.
- Excellent public speaking and presentation skills to communicate effectively with a diverse population on campus and in the community.
- Familiarity with commercial printing/mail house processes and purchasing.
- Excellent proofreading and copy editing skills.
- Thorough knowledge of Associated Press (AP) style guidelines.
- Familiarity with California community college system, its mission and regulations.
- Familiarity with CASE (Council for the Advancement and Support of Education) standards of practice.
- Expertise in utilizing computer software programs including Microsoft Word, PowerPoint, Excel, Access, Adobe InDesign, and Quark Xpress.